



Eddie A. Perez
Mayor

NEW MARKETING FIRM CALLS HARTFORD HOME **LATEST EXAMPLE THAT HARTFORD IS OPEN FOR BUSINESS**

---NEWS RELEASE---

(March 5, 2008)--- Mayor Eddie A. Perez is pleased to welcome Bauza & Associates LLC to Hartford as another example that "Hartford is open for business." The company is a full-service minority owned marketing firm, with emphasis on Hispanic marketing. The company currently has locations in New Haven as well as Boston and Holyoke, Massachusetts.

Mayor Perez says, "Once again, we see that companies are investing in Hartford--- either by opening-up shop or expanding here in the Capital City. Hartford is New England's Rising Star but our founders called us the City of Hope and Opportunity. With new businesses moving here, hope and opportunity are thriving."

"The Hartford Region's business community is pleased to welcome another great company to the Capital City," Oz Griebel, President and CEO of the MetroHartford Alliance said. This move by Bauza & Associates confirms that Hartford and the Region continue to be the right places to work, live, play, and raise a family. The Alliance looks forward to working with Bauza & Associates and to welcoming new companies to the city and the region in the near future."

The company signed a lease agreement last week to occupy 3,000 sq. ft. of office space at 11 Asylum Street where it plans to relocate and consolidate its New Haven and Holyoke offices at this location. This move will bring 7 employees in the interim and potentially more in the near future. The anticipated move in date is sometime in May.

Some high profile clients of Bauza & Associates are: Eastern Connecticut State University, New Alliance Bank, Hartford Foundation for Public Giving, Northeast Utilities and Comcast.

"The decision to move our operation to the Capital City is based on our desire to be part of the resurgence that is underway in Hartford and the availability of a skilled workforce in the area," says Hector Bauza, President of the company.

There is clearly momentum in the city. Bauza & Associates LLC, FirstLight Power Resources, Cantor Colburn and GlobeOp Financial Services LLC, just to mention a few, have all moved into Hartford with the past eighteen months.

For more information from the Mayor's Office, please contact Sarah Barr, Director of Communications, at (860) 522-4888 x6217.

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